



**City of Scottsdale
Tourism Development Commission
Regular Meeting**

8:00 a.m., Tuesday, April 17, 2018

**Kiva Forum-City Hall
3939 N. Drinkwater Boulevard
Scottsdale, Arizona 85251**

Notice and Agenda

1. Call to Order/Roll Call

Linda Dillenbeck, Chairperson
Camille Hill, Vice-Chairperson
Carl Grupp

Frank Ashmore
Ken McKenzie

Sherry Henry
David Winter

2. [Approval of Minutes](#)

Commission discussion and action to approve the March 20, 2018 regular meeting minutes.

3. [FY 2018/19 City Event Support Funding Programs](#)

Commission update, discussion and possible recommendation regarding the FY 2018/19 City Event Support Funding Programs:

- a) Matching Event Funding Program
- b) Community Event Funding Program
- c) Event Venue Fee Program
- d) New Event Development
- e) Multi-Year Community Event Funding Program

Staff Contact: Steve Geiogamah

4. [FY 2018/19 Experience Scottsdale Destination Marketing Guide & Performance Measurements](#)

Presentation and Commission discussion and possible recommendation regarding the proposed FY 2018/19 Experience Scottsdale Destination Marketing Program and Contractual Performance Measurements.

Presenter: Rachel Sacco, President/CEO Experience Scottsdale

Staff Contact: Steve Geiogamah



5. [2017/18 Fiesta Bowl Experience Scottsdale Contract Fulfillment](#)

Presentation and Commission discussion regarding the December 2017 Fiesta Bowl contract fulfillment and impact to the City of Scottsdale.

Presenter: Rachel Sacco, President/CEO Experience Scottsdale

Staff Contact: Steve Geiogamah

6. [City Tourism Event Directional Banner Program](#)

Commission update, discussion and possible recommendation regarding the City Tourism Event Directional Banner Program.

Staff Contact: Steve Geiogamah

7. [Scottsdazzle and Western Week Event Update](#)

Commission update, discussion and possible recommendations regarding Scottsdazzle and Western Week events.

Presenter: Karen Churchard, Tourism & Events Director

Staff Contact: Steve Geiogamah

8. [Scottsdale's Museum of the West Marketing Program](#)

Presentation, Commission discussion and possible recommendation regarding Museum of the West marketing program.

Presenter: Mike Fox, Director Museum of the West

Staff Contact: Steve Geiogamah

9. [Staff Reports](#)

Staff presentation and Commission discussion of the following:

- a. Staff Bed-Tax Collection Report
- b. Staff Bed Tax Hotel Classification Report
- c. Bed Tax Proforma
- d. Smith Travel Report
- e. Program Updates

Staff Contact: Steve Geiogamah

10. Public Comment

The public may address the Commission regarding any issue within the Commission's purview. If you wish to address the Commission, please complete a comment card and provide it to the Chair or to a staff member. Speakers are limited to three minutes during Public Comment time. Arizona State law prohibits the Commission from discussing or taking action on an item that is not on the prepared agenda. In addition, the Chair may invite comments from the public on any agenda item.

11. Identification of Future Agenda Items

The public body may not discuss, deliberate, or take legal action on any matter in the "Identification of Future Agenda Items" unless the specific matter is properly noticed for legal action.



Adjournment

Next scheduled regular meeting is May 15, 2018



Persons with a disability may request a reasonable accommodation by contacting Holli Shannon at 480-312-2728. Requests should be made 24 hours in advance, or as early as possible, to allow time to arrange the accommodation. For TTY users, the Arizona Relay Service (1-800-367-8939) may contact Tourism & Events Department at 480-312-7177.